Bernheimer Brothers Original Building (Princess Shops) 315-319 West Lexington Street Private ca. 1885

The Princess Shops building is the remaining section of the original Bernheimer Brothers department store, one of the leading moderate price retail stores in Baltimore in the late 19th and early 20th centuries. The firm erected two significant architectural landmarks in the Market Center district, the Bernheimer Brothers annex, 302-306 West Fayette Street (B-2314), and the Bernheimer-Leader Store (now the Hecht Company), southwest corner of North Howard and West Lexington Streets. The Bernheimer Brothers firm was sold to the May Company in 1927, which in turn acquired the Hecht Company in 1959. The Princess Shops building facade's upper stories convey a strong feeling of the 19th century commercial building, retaining intact most of its original windows, terra cotta decoration, and roofline ornamentation.

Survey No. B-2313

Maryland Historical Trust State Historic Sites Inventory Form

Magi No. 0423135611

DOE __yes _x no

1. Nam	1e (indicate p	referred name)	. Wanti di mira il e	various elements a
historic	Bernheimer Brothe	rs Original Building	(preferred)	THE AMERICAN
and/or common	Princess Shops			eoghi? adl hda wa add?
2. Loca	ation	mile stands a go to d	or processor of the second streets	1885. The
street & number	r 315-319 West	Lexington Street	t the Makey's are magra Timore, Na viased.	not for publication
city, town	Baltimore	vicinity of	congressional district	3rd
state	Maryland	county	a betaille alsa boa	byin attocks
3. Clas	sification	ess rould bride adv	.erofreliësfreter	grebor ers
Category district _x_ building(s) structure site object	Ownership public private both Public Acquisition in process being considered not applicable	Status X occupied unoccupied work in progress Accessible yes: restricted yes: unrestricted no	Present Use agriculture commercial educational entertainment government industrial military	museum park private residence religious scientific transportation other:
name T	he Miller Realty Co	Stood bacons on so	telephone no	o.: 882-5980
city, town	Baltimore	state	and zip code Mar	ryland
5. Loca	ation of Leg	al Descripti	on	THE DE MITTER AND THE
courthouse, reg	istry of deeds, etc.	altimore City Courtho	ouse	liber RHB 2876
street & number	. Ca	alvert & Fayette Stro	eets	folio 274
city, town	Ва	ltimore	state	Maryland
6. Rep	resentation	in Existing	Historical Surve	eys
title	Baltimore Ci	ty Neighborhood Surv	<i>у</i> еу	
date	1976		federal state	ecounty _x_loca
epository for s	urvey records Commis	sion for Historical	and Architectural P	reservation
city, town	Baltim	ore	state	Maryland

7. Description

Survey No. B-2313

Condition excellent	deteriorated	Check one unaltered	Check one X original site	
<u>x</u> good fair	ruins unexposed	x altered	moved date of move	3

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

SUMMARY:

The Princess Shops Building (Bernheimer Brothers original building) is a three story brick commercial building composed of three separate late 19th century row buildings united by a single facade treatment dated about 1885. The building is located on the south side of West Lexington Street between North Howard and North Eutaw Streets in the Lexington Mall in central Baltimore, Maryland. The building's main elevation faces north. The upper facade is brick, currently painted cream and gold, with floral terra cotta panels and a curving parapet with urn decoration. The street level has been altered with large plate glass window walls and entry doors and a metallic sign board with applied lighted lettering extending across the entire elevation. The first and second floors and the basement are modern retail interiors. The third floor was not accessible in this survey.

General Description:

The Princess Shops building was originally three adjoining buildings which were united behind a single facade in about 1885. The irrgular symmetry of the bays is the only exterior evidence of the three separate buildings. The present facade is three stories in height with painted brick walls and terra cotta panel decoration except at the ground floor level. The street floor has a modern plate glass wall with metallic panels around the original brick piers flanking the center entrance. The entrance has double glass and steel doors. At the east end of the street level is a small glass and steel door giving access to the second floor. This is now used as a fire exit. Above the plate glass is a metal signboard extending across the entire elevation. It has applied lighted lettering with the names "Princess Shops" and "Kids court".

The upper stories of the facade are virtually unaltered. The facade was apparently built in two phases. The first phase included the five westernmost bays, which were two separate buildings. Double brick pilasters separate the bays in the western two bays and frame the three bays of the center section. At the second story level, the pilasters form piers faced with terra cotta panels in an urn and floral design. The center piers in each section terminate at the bottom in terra cotta consoles. Recessed brick panels separate the floor levels and the sills have dentil moldings. The center three bays of the facade are slightly recessed.

(continue please)

Period	Areas of Significance—(check and justify below	Iandscape architecture Iaw Iiterature Indicates Indicate	e religion science sculpture social/ humanitarian theater transportation other (specify)
Specific dates	ca. 1885	Builder/Architect		

Prepare both a summary paragraph of significance and a general statement of history and support.

Applicable Exception: A B C D E F G

Level of Significance: national state x local

SUMMARY:

The Princess Shops building is the remaining section of the original Bernheimer Brothers department store, one of the leading moderate price retail stores in Baltimore in the late 19th and early 20th centuries. The firm erected two significant architectural landmarks in the Market Center district, the Bernheimer Brothers annex, 302-306 West Fayette Street (B-2314), and the Bernheimer-Leader Store (now the Hecht Company), southwest corner of North Howard and West Lexington Streets. The Bernheimer Brothers firm was sold to the May Company in 1927, which in turn acquired the Hecht Company in 1959. The Princess Shops building facade's upper stories convey a strong feeling of the 19th century commercial building, retaining intact most of its original windows, terra cotta decoration, and roofline ornamentation.

History and support:

The original occupants of the three buildings at 315-319 West Lexington Street are unknown. It is probable that they were in commercial use prior to 1889 when Ferdinand Bernheimer and his brother Herman leased the small store building at 311-313 West Lexington Street (demolished) as their original independent establishment. Ferdinand Bernheimer was a native of Hartford, Connecticut, who came to Baltimore via New York where his early experience was in a shoemaker's shop. In Baltimore, he worked for the Sondheim store, meeting Albert A. Brager, with whom he formed the firm of Bernheimer and Brager in 1884. This store, evidently a dry goods operation, was located at 237 North Eutaw Street from 1884 to 1888 when the firm was dissolved. In 1889, Ferdinand and Herman Bernheimer formed their new partnership and leased the double storefront at 311-313 West Lexington.

In later years, the Bernheimers were fond of pointing out that their original store measured 30 feet by 80 feet as a comparison with their later properties which encompassed almost half a city block. By 1898, the brothers had added 315 West Lexington to their store and in 1903, 317 was acquired. A photograph of about 1900 shows the facade of the expanded store, with the street in front of the store filled with the stands of street merchants

Major Bibliographical References

Survey No. B-2313

Baltimore City Directories

Baltimore American photograph, ca. 1900. CHAP file

Baltimore Sun, various articles, 1908-1925

10.	Geo	grap	hical	Data
	tre/li	22 20	19155	

	le scale 1:24000
*	
Zone Easting	Northing
	لتلتلنا
FLI LILI	
н 🔲 📙 👢	
	B Zone Easting D J J J J J J J

co-terminous lot 62 ft. by 154 ft.

List all states and counties for properties overlapping state or county boundaries state code code county code state county code

Form Prepared By

name/title Ms. Janet Davis, Historical Preservat	ion Analyst
organization Comm. for Hist. & Arch. Pres. (CHAP)	date November 1985
street & number 606 Tower Suites, 118 N. Howard St.	telephone (301) 396-4866
city or town Baltimore	state Maryland 21201

The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust Shaw House 21 State Circle Annapolis, Maryland 21401 (301) 269-2438

Description, cont'd.
 Page 2

The second phase of the facade encompassed the three-bay building to the east. the date of the facade extension is unknown. The same pier and terra cotta panel arrangement was duplicated, although the panels feature oak leaves and acorns framed by rosettes. The windows of the entire upper facade are the same design on each level. The second story has tall rectangular windows with 16-light upper sashes over a single pane and a row of four vertical panes at the lower edge. The exceptions are the two western bays where the sash is 1/1. The third story windows have round-arched, multi-light sash over single lower sash.

The pilasters at the height of the intervening windows have molded brick flutes and terminate with rosettes. The recessed panels and dentils are repeated above the arches in each bay. The cornice is metal and has small modillions. The cornice returns with the recess of the central three bays of the facade. The parapet above the cornice curves between the pilasters which continue through the cornice line. The center of the facade has a scroll pediment with a remnant of applied tin ribbon ornament. The ends of the parapet and the pilaster tops flanking the pediment are topped with fluted plaster urns, some of which have missing handles. The brick exterior is painted cream with gold accenting moldings, panels, and consoles. The interior of the building is modern retail space in the first and second floors and basement. The third floor was not accessible during the survey.

8. Significance, cont'd. Page 2

operating in the area of Lexington Market half a block of the west. This is a clue to the success of the firm, which from the first years determined to attract the middle and working classes and therefore recognized the value of their location near the market where most of Baltimore came to shop. The photo also shows that the existing facade of 315-317 Lexington was already in place when the Bernheimer Brothers leased it. The original facade of the demolished 311-313 Lexington building was never given the extension of treatment as was the surviving 315 building.

By 1907, Bernheimer Brothers had again outgrown its building, and the brothers decided to acquire their own property and build a major new extension with a different street orientation. They purchased the lots at 302-206 West Fayette Street just south of the Lexington Street buildings and contracted architect Charles E. Cassell to design a new image for the extension. The resulting building facade reflected the exuberance of the Beaux-Arts movement which had been given great force in the aftermath of the 1904 Baltimore Fire. Above the street level, two ranks of massive columns were framed by elaborate terra cotta moldings, cartouches, and a massive console bracketed cornice. The roofline was accented with anthemia and the roof itself supported a large electric sign. The columns and display windows were lavishly illuminated by electric lights. The building opened March 9, 1908 with special display and sales and stayed open after dark for a reception to which the public was invited.

The Bernheimer Brothers store presaged the modern department store and shopping mall in many ways. The original buildings and the new annex together contained sections which catered to virtually every aspect of consumer need. Clothing, shoes, accessories, piece goods, art goods, toys, and many other items were sold, with the added attractions of services such as a playground for children on the roof, a roof garden, restaurant, theater, shoe repair and cleaning services, and a photography studio. Cows were for a time milked on the roof for the entertainment of the children and sale of the dairy products in the store. The older buildings were joined to the new annex by a bridge from the second through the third floors. The advertising campaigns of the pre-war days emphasized the convenience of doing nearly all household shopping under one roof, however extended the shopper's course through the connecting buildings.

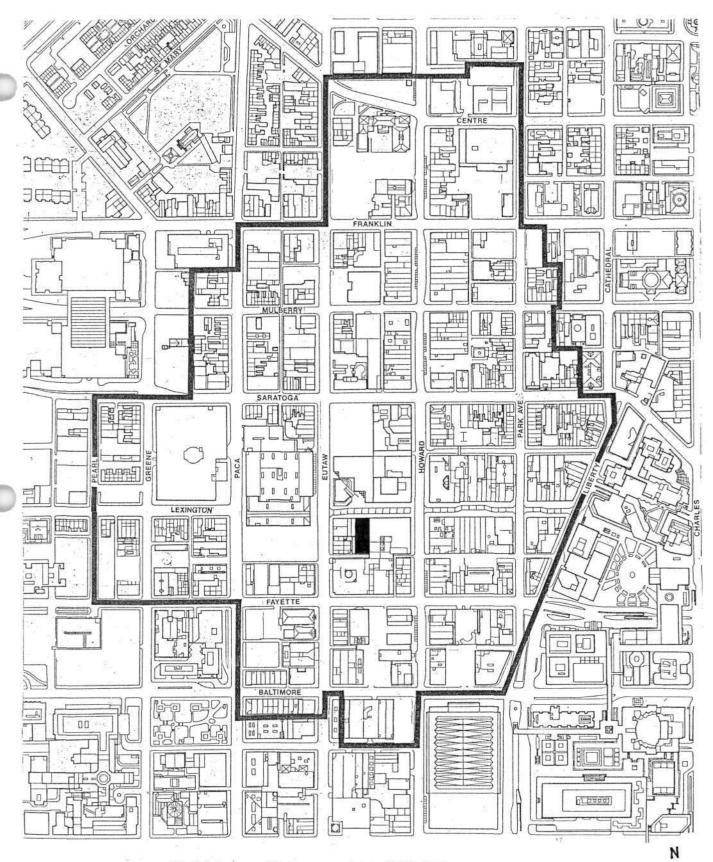
The Bernheimers continued to acquire control of property in the block bounded by Howard, Lexington, and Fayette Streets. In 1911, Charles E. Cassell was contracted to draw up plans for a replacement building for the original Bernheimer's buildings on Lexington, but these were never carried out. With the developing large department store district along Howard Street near Lexington Street which included the Hutzler Palace Building and Stewart's, Bernheimer Brothers was actively seeking a foothold on this new retail area. In 1923, Bernheimer Brothers and the Cahn, Coblens Company, proprietors of the Leader Department Store at the southwest corner of Howard and Lexington, merged to become the Bernheimer-Leader Stores. This gave the new firm property on the three major streets and made it one of the largest department stores in square footage south of Philadelphia. The original building at 311-313 West Lexington was sub-leased in 1925 to the Adams Company. It was demolished about 1946 for an addition to the May Company, which then occupied the Bernheimer-Leader Building.

8. Significance, cont'd. Page 3

In 1925, the new Bernheimer-Leader Stores Building was built on the site of the old Leader Store on the corner of Howard and Lexington. In 1926, the leased property at 315-317 West Lexington was relinquished by Bernheimer-Leader Stores and was then acquired by Silver's 5 & 10¢ Store. The space at 319 was for several years after 1926 under a separate lease. By 1930, the upper floors of 315-317 also had separate tenants, including an indoor golf course which later became a pool hall. Silver's continued on the first floor until after World War II, when the H.L. Green Department Store took over the space. The Princess Shops store has occupied the building since the 1970's. The remodeling of the first floor facade took place in stages during the post-war period. The store space at 319 West Lexington, formerly part of the G.C. Murphy Store, was apparently consolidated with 315-317 when the Princess Shops moved into the building.

NOTE FOR FILE ONLY:

The current owner of the building refused permission to see the third floor and is generally anti-survey. The surveyor suggests contacting Betty Koger, Market Center Development Corp., 396-1584 or 752-5400, before further contact with the owner.



Baltimore Metrocenter Survey Market Center Bernheimer Brothers Original Building 315-319 West Lexington Street B-2313



Bernheimer Brothers Original Bldg.
B-2313

315-319 West Lexington Street
Market Center - Metrocenter Survey
Baltimore (City), Maryland
Photo: Janet Davis
November 1985
Neg. loc.: Maryland Historical Trust
North elevation
1/4



Bernheimer Brothers Original Bldg.
B-2313

315-319 West Lexington Street
Market Center - Metrocenter Survey
Baltimore (City), Maryland
Photo: Janet Davis
November 1985
Neg. loc.: Maryland Historical Trust
Detail, pediment

4/4



Bernheimer Brothers Original Bldg.
B-2313
315-319 West Lexington Street
Market Center - Metrocenter Survey
Baltimore (City), Maryland
Photo: Janet Davis
November 1985
Neg. loc.: Maryland Historical Trust
Detail, terra cotta panel
3/4



Bernheimer Brothers Original 3ldg.
B-2313

315-319 West Lexington Street
Market Center - Metrocenter Survey
Baltimore (City), Maryland
Photo: Janet Davis
November 1985
Neg. loc.: Maryland Historical Trust
Detail, terra cotta panel
2/4

MARYLAND HISTORICAL TRUST

MAGI #0423135611

INVENTORY FORM FOR STATE HISTORIC SITES SURVEY

1 NAME				
HISTORIC	Bernheimer's De	partment Store		9
AND/OR COMMON	The Princess Sh	юр		A 3 E
2 LOCATION STREET & NUMBER	N 315-319 W. Lexi	ngton Street	9 E	8
CITY, TOWN	altimore	_ VICINITY OF	CONGRESSIONAL DISTR	RICT
STATE	arvland	_ 1101111111111111111111111111111111111	COUNTY	
3 CLASSIFIC		3.		
CATEGORY	OWNERSHIP PUBLICPRIVATEBOTH PUBLIC ACQUISITIONIN PROCESSBEING CONSIDERED	STATUS OCCUPIED UNOCCUPIED WORK IN PROGRESS. ACCESSIBLE YES: RESTRICTED YES: UNRESTRICTED NO	PRES AGRICULTURE COMMERCIAL EDUCATIONAL ENTERTAINMENT GOVERNMENT INDUSTRIAL MILITARY	MUSEUM PARK PRIVATE RESIDENCE RELIGIOUS SCIENTIFIC TRANSPORTATION OTHER:
4 OWNER O	FPROPERTY			
NAME			Telephone #:	
STREET & NUMBER				
CITY, TOWN		_ VICINITY OF	STATE, Z	rip code
ACCEPTAGE TO A REPORT OF THE PARTY.	OF LEGAL DESC		Liber #:	
REGISTRY OF DEEDS	Records Office	Room 601	Folio #:	
STREET & NUMBER	Baltimore City	Courthouse		
CITY, TOWN	Baltimore		STATE Maj	ryland 21202
6 REPRESEN	NTATION IN EXIST	TING SURVEYS	rvey	
DATE	1976	FEDERAL	_STATE _COUNTY X_LOCAL	
DEPOSITORY FOR SURVEY RECORDS	ARCHITECTURAL PRES	TORICAL BI		7
CITY, TOWN	Room 900	EKVATION	STATE	

CO		

_GOOD

_FAIR

DETERIORATED

_UNEXPOSED

_RUINS

CHECK ONE

MALTERED ALTERED

CHECK ONE

ORIGINAL SITE MOVED

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

This three story high, eight bay wide brick building with terra cotta detail is styled in the Queen Anne mode. It was originally used as three separate facilities that were, from the left, 3,3, and 2 bays wide respectively.

The first floor presents a uniform facade composed of large plate windows with a central, recessed three bay wide entrance. All glass windows and doors are framed and detailed with metal. Second floor windows, their sills obscured by first floor alterations, are double hung with 16/1 lights and have flat brick arches. The bays are defined by projecting brick pilasters. Alternating pilasters terminate above first floor level with stone tongues. Pilasters are adorned with terra cotta relief panels set at window level, cast with urns, rosettes and vine motifs.

At the third floor level, each pilaster is split with a central gouge. Third floor windows are set above recessed brick panels and rows of corbelling. Windows are round-arched, double hung with 25/1 lights, They have brick sills and lintels and are framedon either side by chamferred corners battered at the bottom as stylized pilasters. A row of mousetooth brick molding lies above each window below the cornice.

Pilasters are adorned with rosettes below the simple capitals and the plain cornice is carried on rolled modillions. A battlemented brick parapet is broken with recessed brick panels and a central, broken rolled pediment. A large urn is set at the crown of the pediment and pairs of urns flank the pediment on the adjacent battlements.

SPECIFIC DAT	ES C, 1885	BUILDER/ARG	HITECT	
Ē.		_INVENTION	•	_omen(seeder)
X1800-1899 —1900-	COMMERCECOMMUNICATIONS	EXPLORATION/SETTLEMENTINDUSTRY	PHILOSOPHYPOLITICS/GOVERNMENT	TRANSPORTATIONOTHER (SPECIFY)
1700-1799	ART	ENGINEERING	MUSIC	THEATER
1600-1699	L ARCHITECTURE	EDUCATION	MILITARY	_SOCIAL/HUMANITARIAN
1500-1599	GRICULTURE	ECONOMICS	LITERATURE	SCULPTURE
1400-1499	_ARCHEOLOGY-HISTORIC	CONSERVATION	_LAW	SCIENCE
PREHISTORIC	_ARCHEOLOGY-PREHISTORIC	COMMUNITY PLANNING	_LANDSCAPE ARCHITECTURE	RELIGION
PERIOD	AF	REAS OF SIGNIFICANCE CH	HECK AND JUSTIFY BELOW	

STATEMENT OF SIGNIFICANCE

This well-proportioned Queen Anne styled building was originally three separately rented store spaces unified in a single facade. Before the turn of the century, Ferdinand Bernheimer (first a clerk at Hutzler's, then a partner with Albert A. Brager of the extant Brager-Gutman department store) with his brothers, controlled all three buildings.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

CONTINUE	ON SEPARAT	E SHEET IF	NECESSARY					
GEOGRA	PHICAL DA	ATA	2	1		10		
ACREAGE OF NO	MINATED PROPERTY	·						
			2002	28				
		2						
VERBAL BOU	NDARY DESCRIP	TION						
			4.					
			24			180		
LIST AL	L STATES AND CO	OUNTIES FOR PRO	PERTIES OVERLAP	PING STA	TE OR COUNT	Y BOUNDAI	RIES	
STATE		1	COUNTY					
STATE			COUNTY					
FORM PR	EPARED B	Y				4		
NAME / TITLE	Plannir	ng Assistants						
		NE-0						
ORGANIZATION		N FOR HISTO			DATE	1976		
STREET & NUMBER	ARCHITECTURAL PRESERVATION				TELEPHON	IF		
O. HEET & HOWBE	Room 900	almost Ot			TEEL HOI	T. PT.		
CITY OR TOWN	26 South C Baltimore, N				STATE			

The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature, to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 Supplement.

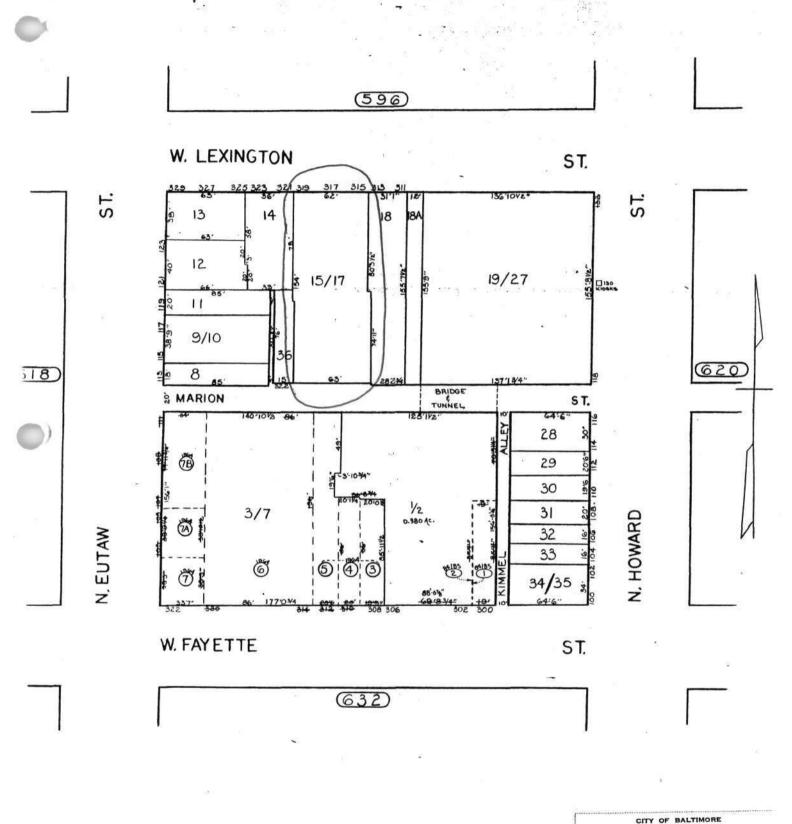
The Survey and Inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

RETURN TO: Maryland Historical Trust

The Shaw House, 21 State Circle

Annapolis, Maryland 21401

(301) 267-1438



ACED BY P. WAINWRIGHT

TERED BY P.W.

ECKED BY

NOTICE

THIS IS A REAL PROPERTY PLAT AS PROVIDED FOR UNDER ARTICLE 76(d) OF THE CITY CHARTER IT IS COMPILED FROM TITLE AND OTHER SOURCES AND IS NOT AN AUTHENTIC SURVEY. DEPARTMENT OF PUBLIC WORKS

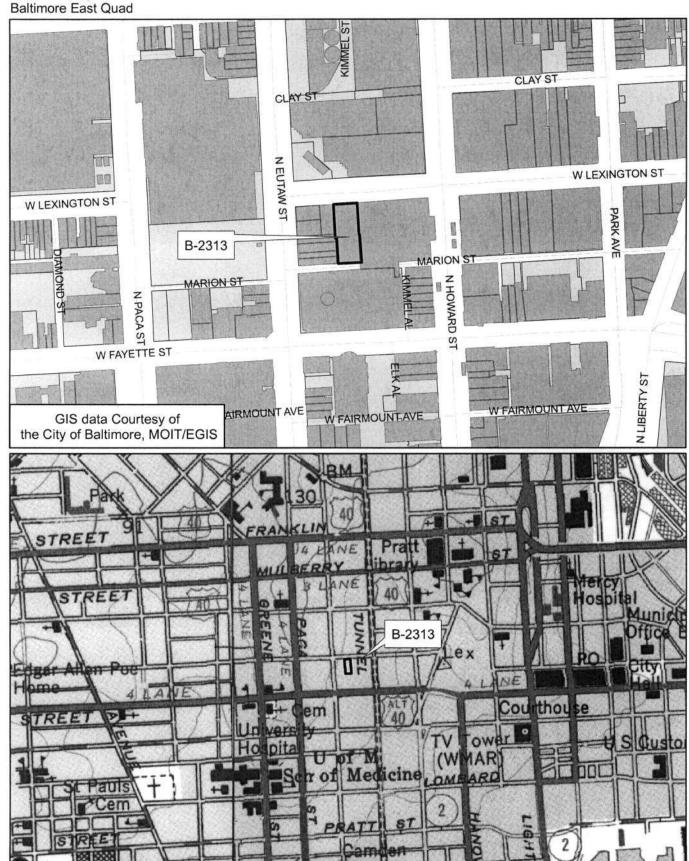
PROPERTY LOCATION DIVISION

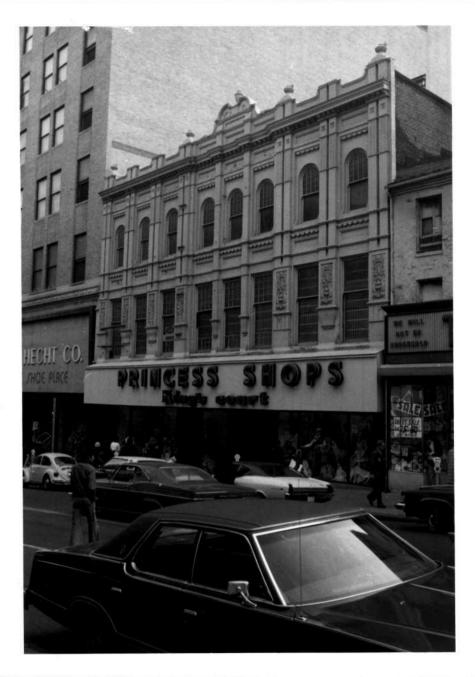
WARD 4 SECTION 10 BLOCK 619

SCALE 150-0"

DATE DEC. 1966

B-2313
Bernheimer Brothers Original Building (Princess Shops)
315-319 W. Lexington Street
Block 0619 Lot 015
Baltimore City





315-319 W. Lexington

Nag#

2/76

B. Pincek

Blaz 619